REMICK BROTHERS
PRESENTING STYLES FOR
FALL and WINTER, 1916-1917—by
The House of Kuppenheimer
CHICAGO

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Better Clothes for the Better Times

Being a Word of Suggestion

by The House of Kuppenheimer

GOOD clothes were never in such demand as they are today, and they were never so hard to get.

Men find they must revise their ideas of what is good enough. They must seek a better article with better style at a better price.

Now if a man is going to open his mind to these better things he wants to be sure that he gets what he goes after.

Every man, they say, is either a hammer or an anvil. He acts for himself, or he waits for something to be handed to him.

The reason so many men never rise above the commonplace in dress is that they don't deliver the stroke themselves. They drift into some store in the hope that the right clothes will hit them.

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B. Kuppenheimer & Co., Chicago, 1916.

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There are comparatively few makers of clothing that are known to the buying public. The House of Kuppenheimer is widely known—and takes a just pride in the things it is known for.

With forty years of business integrity back of it, a young and vigorous management, a constantly growing business, it is said that this House is delivering more actual value —style, fabrics, tailoring—than can be had anywhere else in America.

Look at the Kuppenheimer dealers—some thousands of the shrewdest judges of merchandise in the clothing business; alert, hard-working, successful merchants who build business on value-giving.

So we say the Kuppenheimer dealer is a good man to know, for clothes and other things. Find him. Talk clothes with him. Ask to see some of the new models. Try them on—and use your judgment.

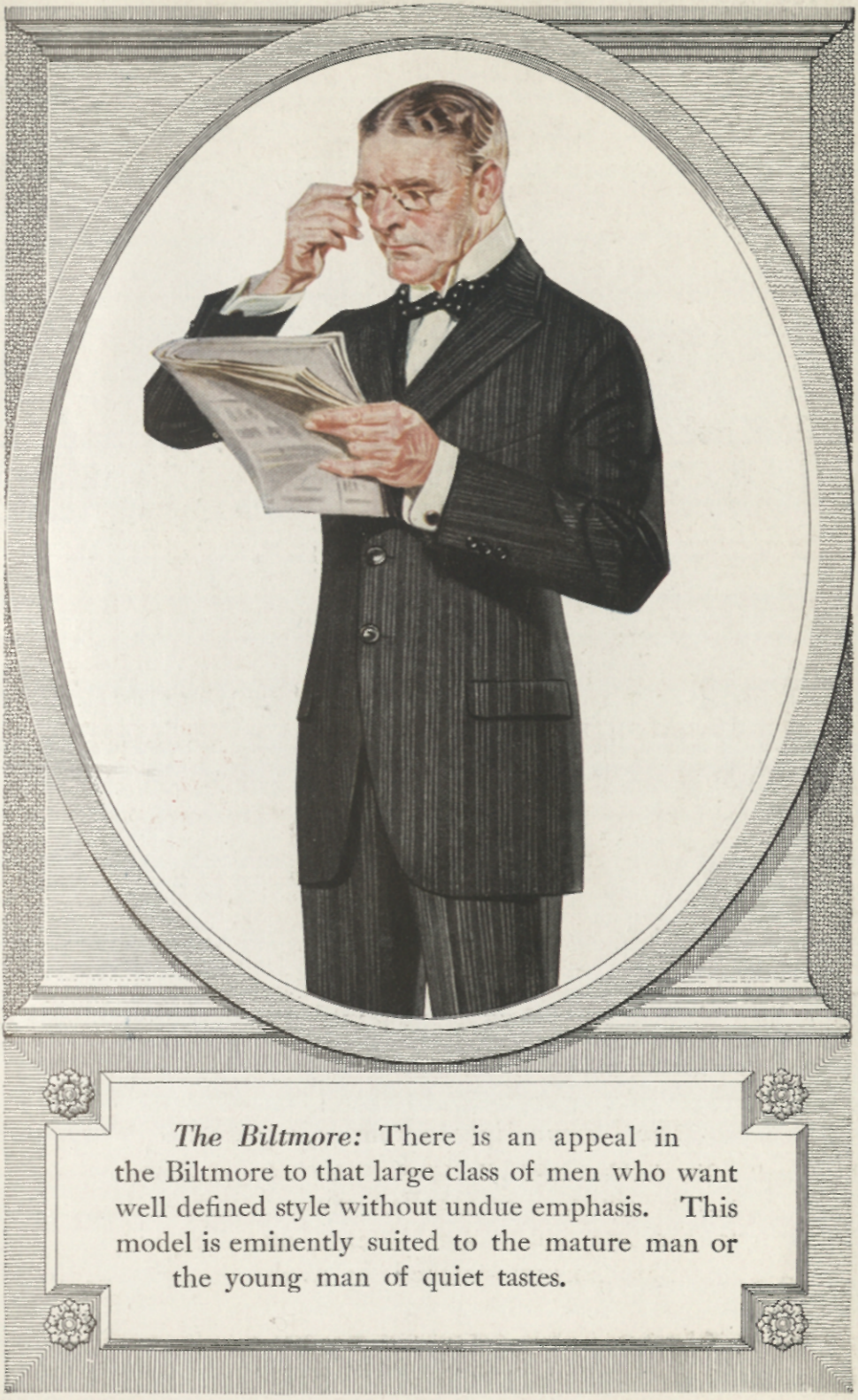
Suits, $20 to $45
Overcoats, $20 to $50

Specialty of Fractional Sizes and the Foreward model, originated by this House

THE HOUSE OF KUPPENHEIMER
CHICAGO

The Beaufort: This model finds high favor with the forceful type of younger men who like to be smartly turned out. Note the effect of the long and graceful roll to the lapel and the smart Colonial waistcoat.

The Lenox: Right in front of the season. The Lenox is a smart and vigorous note in young men's fashions. At the Fall games you'll see it on the side lines. Soft lapels, buttons spaced high, pockets patched or with flaps.



The Biltmore: There is an appeal in the Biltmore to that large class of men who want well defined style without undue emphasis. This model is eminently suited to the mature man or the young man of quiet tastes.

The Beltsac: Its success is in the treatment of the plaited back—trim waist, high narrow belt. A suit for general wear but with that "week-end-in-the-country" feeling that expresses the young man's ideal of clothes building.

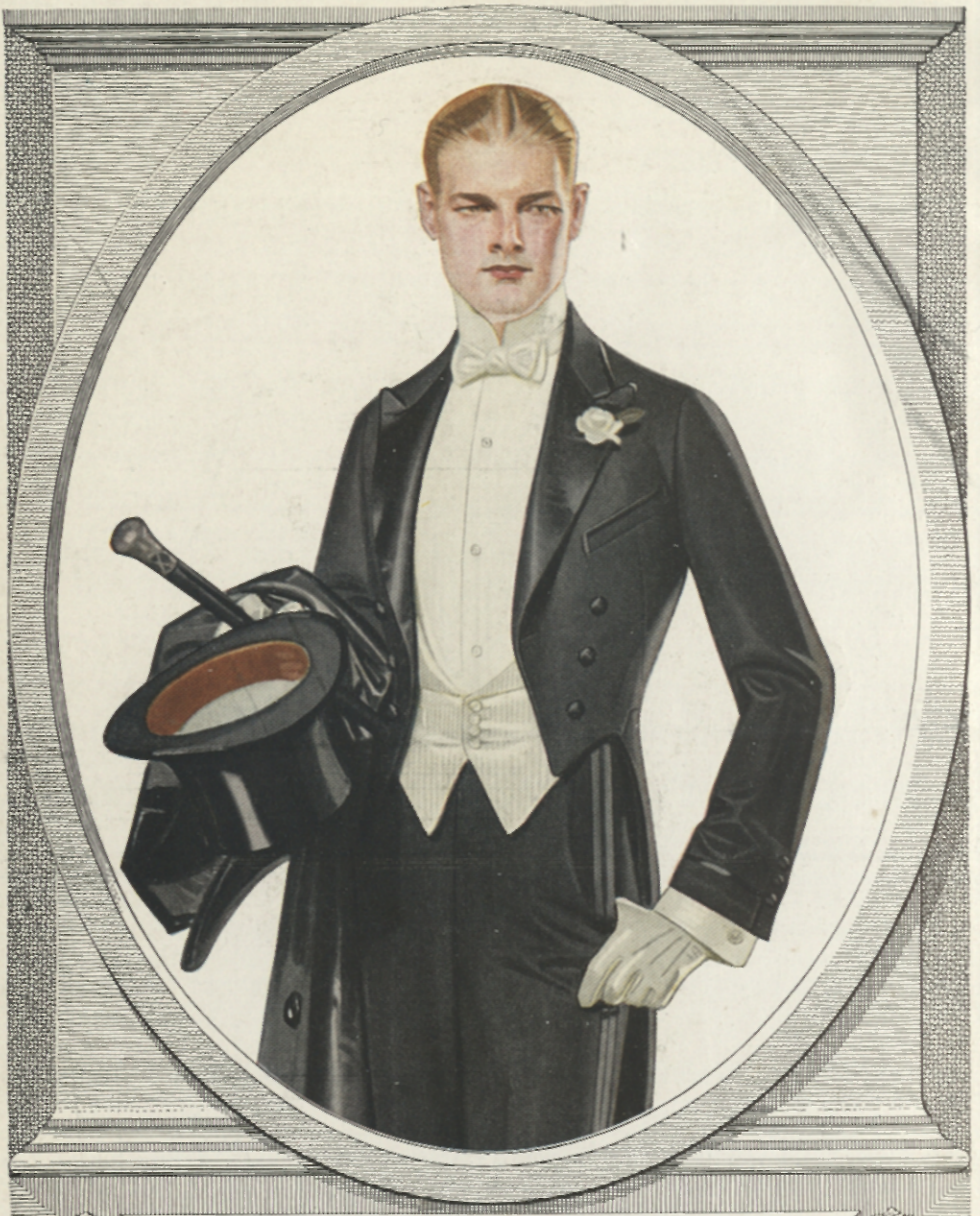
The Hafstout: For the stout man or the stoutish young man we make clothes of roomy comfort with strength at the points of strain. We put emphasis on style—a trim waist effect and a treatment of line to conceal corpulence.

The Double-Breasted Strand: The man who wears this knee-length double-breasted coat is ready for any weather. Easy shoulders, shapely waist, plenty of leg room in the skirt—put there by that deep pleat down the back.

The Bellaire: Dressy type of overcoat especially suited to the straight military figure—very distinguished! Shapely waist, slanting pockets, converging buttons, knee length, gracefully bell-shaped at the bottom.

The Cavalier: A bit of the military feeling about this practical overcoat gives it a high place in popular favor. The shaped waist, the bell to sleeves and skirt make it a graceful coat. Then note the utility of the broad convertible collar.

The Roland: An overcoat that permits a free stride—across country or up the avenue. With arm room to handle the steering wheel of your car. Single or double-breasted, knee length. An all 'round overcoat and the smartest thing you'll see in a day's run.



Evening Clothes: All that need be said of Kuppenheimer Evening Clothes—they are as right as the pivot of a watch and quite as necessary. Add a Kuppenheimer Dinner Coat and you are ready for any evening event, however rigid the dress requirements or notable the company.

SUPERIOR quality, greater values and intelligent service are what we aim to give you.

In Kuppenheimer Clothes we are offering you the products of a house whose principles and ideals are identical with ours.

We are always glad to demonstrate the many superiorities of our merchandise and our store-service. We invite you to test both.

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